



VST SHAKTI SAMACHAR

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Happy
New
Year



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FROM THE EDITOR'S DESK

From The Editor's Desk

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Farewell

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RT-65 Demo - Maharashtra

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Greetings and a warm welcome to VST Shakti Samachar Newsletter for October - December 2016. I am honored to share the contributions of our committed dealers, sales team and all other staff members of VST family. Please visit all the pages to see the wonderful contributors and colorful events during October -

December 2016. You will find interesting facts and figures about VST and its dealers in the pages of VST Shakti Samachar Newsletter.

This issue contains an article on "Crops in India". Please feel free to leave comments and suggestions to share your thoughts.

I appreciate your support and so happy to have you as a reader of VST Shakti Samachar Newsletter.

With thanks and regards,

Abinash Gouda
Branding.

Customers & Mechanics Meet - Tamil Nadu

Agri Tech Exhibition - Kerala

Kisan Utsav Exhibition - Chhattisgarh

The Global Rajasthan Agri

Tech Meet - Rajasthan

Agrovision Exhibition - Maharashtra

*International Conference and Exhibition
on Sugarcane Value Chain - Maharashtra*

*Tribal Welfare Program &
Exhibition - Tamil Nadu*

AP - Tech - Andhra Pradesh

Agri Fest- Karnataka

The Agro Horticultural

Techno Expo - Madhya Pradesh

Krusha Mela - Karnataka

Krishi Mela - Gujarat

*Maha - Agro Exhibition
- Maharashtra*

VST - Milestones

MoU With SBI

*New Dealer Showroom
- Uttar Pradesh*

*New Dealer Showroom
- Uttarakhand*

*New Dealer Branch Office
- Gujarat*

*New Dealer Showroom
- Tamil Nadu*

VST - PR Activities

VST - HR ACTIVITY

PACE LAUNCH

V.S.T. Tillers Tractors Ltd. HR department has conceptualized the acronym **PACE** based on the following values that are going to be the guiding principles for VST's all future programs and activities.

- Pursuit of Excellence
- Accountability
- Collaboration & Teamwork
- Ethics & Integrity

A launching activity was organized in Hosur and Mysore plants to unveil the PACE logo.

In Hosur plant:



In Mysore plant:



PACE - GROUP ACTIVITY

A fun filled recreational group activity was organized for the staff of V.S.T. Tillers Tractors Ltd. in November 2016. These activities were conducted to rejuvenate and strengthen the values of PACE among all the staff members.



FAREWELL

Our esteemed colleagues Mr. K. N. Rao and Mr. Pandian are retiring from their respective duties in December 2016. Mr. Pandian has completed 39 years and 3 months service in V.S.T. Tillers Tractors Ltd.



VST – ARTICLE



CROPS IN INDIA

Agriculture is the backbone of our country and it plays a vital role in our economy. The rural households mainly depend on agriculture.

The crops in India can be grouped into the following four major categories:

Food crops (rice, wheat, millets and pulses),
Cash crops (cotton, jute, sugarcane, and oilseeds),
Plantation crops (tea, coffee, and rubber) and
Horticulture crops (fruits and vegetables).

Food crop is grown for the sole purpose of consuming the grains or products produced and the unused products are used to feed the livestock.

Cash crop is produced for its commercial value rather than for own consumption by the grower. It is sold in the market to make profit.

Plantation crops are cultivated in large scale in vast areas of land to get the advantage of economies of scale.

Tea

India produces and consumes large volume of tea in the world. Assam, West Bengal, Tamil Nadu, and Kerala produce around 95 per cent of total tea production.

Coffee

Coffee needs hot and humid climate and it is grown under shady trees. Hot sun, high temperature, frost and snowfall are not good for coffee cultivation. Karnataka, Kerala and Tamil Nadu are major coffee producing states in India.

Horticulture crop involves the cultivation of medicinal plants, fruits, vegetables, nuts, seeds, herbs, mushrooms, flowers, seaweeds and non-food crops such as grass and ornamental trees and plants.

Based on seasons, the Indian crops are classified into Kharif, Rabi, and Zaid crops:

Kharif is the summer crop or monsoon crop. Kharif crops are usually sown during the beginning of the south-west monsoon rains in July. The crops include millets, cotton, soyabean, sugarcane, turmeric, paddy, pulses, and groundnut.

Cotton crop requires modest rainfall and uniformly high temperature. It grows good in Deccan plateau black soil areas. Cotton crop involves less mechanized farming in India. Cotton seed is used as a fodder for livestock. Gujarat, Maharashtra and Andhra Pradesh are producing more cotton.

Groundnut is an important oil seed in India and it thrives well in the tropical climate. Red and black soils are suited for its cultivation and it needs dry wind at the time of maturing. Gujarat, Andhra Pradesh and Tamil Nadu are producing more ground nut in India.

Rabi is the winter crop. It is sown in October and harvested in March or April. Wheat, Barley, Mustard, and Sesame are major Rabi crops in India. Wheat and Rice are most important crops in India.

Zaid crops like muskmelon, watermelon, bitter gourd, pumpkin, and ridged gourd are grown only in some parts of India starting from March to June.

VST products are useful in all three seasons and for all four categories of crops.

VST - ERUDITE

IC SOFT TRAINING PROGRAM

IC Soft training programs were conducted to train the dealers in using single platform cloud managed website for billing, inventory and to manage accounting in Chhattisgarh in November 2016 and in Ahmedabad, Gujarat in December 2016.

CHHATTISGARH



GUJARAT



MECHANIC TRAINING - ASSAM

VST Guwahati center, Assam conducted a mechanic training program during October – November 2016. Many dealer mechanics were trained to service the VST power tillers.



TRAINING PROGRAM - ODISHA

A Training program was organized for progressive farmers & small dealers at DDA office Balasore, Odisha in November 2016. The farmers were trained on minor repairs, daily & periodical maintenance of VST Shakti power tillers, tractors, Rice transplanter and reaper.



TRAINING PROGRAM - KERALA

We organized training programs for Karshika Karma Sena group of farmers at different parts of Kerala in November 2016 to train them to operate VST Shakti tillers and tractors.

VELLANGALLUR BLOCK, TRICHUR, KERALA - TRACTOR



NEDUMANGAD, TRIVANDRUM, KERALA - TRACTOR



NEDUMANGAD, TRIVANDRUM, KERALA - TILLER



VST - RETROSPECTIVE

MEGA SERVICE CAMP - TAMIL NADU

M/s. Good Earth Farm Machinery, Kallakurichi conducted mega service camps in three villages in Tamil Nadu during November 2016. Many tillers were serviced at the camp and the customers were trained on basic maintenance of their machinery.



FREE TRACTOR SERVICE CAMP - MAHARASHTRA

M/s. Kunal Tractors, Georai conducted free service camp in Maharashtra exclusively for tractors during December 2016.



FREE SERVICE CAMPS - ODISHA

The following free service camps were organized by VST dealers at different parts of Odisha in November and December 2016.

M/s. PUSHPAK TRADERS
Exclusive Power Tiller Service Camp



M/s. SRIRAM AGRO AGENCY
Exclusive Power Tiller Service Camp



M/s. SEEMA ENTERPRISES.
Exclusive Power Tiller Service Camp



M/s. BHAGYASHREE AGRO
Exclusive 3 Day Tractor Service Camp



M/s. SEEMA ENTERPRISES.
Exclusive RTP Service Camp



VST - RETROSPECTIVE

SELF STARTER RTP DEMO - KERALA

We conducted a demo program for newly launched RTP with self starter at Muttam near Haripad in Alleppey district of Kerala in December 2016. Ms. Raji was driving the RTP. She was a cancer patient and now cured after treatment. She was able to drive RTP mainly because of its less vibration.



REAPER DEMO - MAHARASHTRA

A reaper demonstration program was organized in Maharashtra in October 2016 in the presence of Thane (Navi Mumbai) collector Dr. Mahendra Kalyankar, IAS.



RT-65 DEMO - TAMIL NADU

A RT-65 demo and training program was organized by M/s. Good Earth Farm Machinery at Kallakurichi, Tamil Nadu in December 2016. The working of the rotary tiller in field and its mechanical & servicing aspects were detailed in the program.



REAPER DEMO - ANDHRA PRADESH

Reaper demonstration programs were organized for the local farmers in different parts of Andhra Pradesh in November 2016.

ANAKAPALLI



KOYYURU



RT-65 DEMO - MAHARASHTRA

RT-65 demonstration was organized in sugarcane and dry field near Satara, Maharashtra in December 2016.



VST - RETROSPECTIVE

VST SHAKTI 135DI – ULTRA POWER TILLER LAUNCH - WEST BENGAL

The newly introduced VST Shakti 135DI – ULTRA power tiller was launched at Burdwan, West Bengal in October 2016. Many farmers, dealers, Government representatives and Bengali news media attended the launching program.



VST SHAKTI MT 270 - VIRAAAT LAUNCH - ANDHRA PRADESH

Andhra Pradesh Government Agriculture department organized a product launch program at Tanuku, West Godavari district, Andhra Pradesh in November 2016. AP CM's son and TDP national Secretary Mr. Nara Lokesh attended the program where VST Shakti MT 270 - VIRAAAT tractor was launched.



POWER TILLER, TRACTOR & RTP DISTRIBUTION - MAHARASHTRA

A Power tiller, Tractor and rice transplanter distribution program was organized by the Zilla Parishad at Maharashtra in December 2016. Maharashtra CM Mr. Devendra Fadnis interacted with VST customers and distributed tractor and RTP under the Women welfare scheme offered to self help women groups. This program comes with 90% subsidy scheme.



POWER TILLER DISTRIBUTION - KARNATAKA

A Power tiller distribution program was conducted in Mysore, Karnataka in October 2016. The Chief Minister of Karnataka Sri. Siddaramaiah distributed the power tillers to the selected farmers at the event.



VST - RETROSPECTIVE

TRACTOR DISTRIBUTION - ANDHRA PRADESH

A Tractor distribution program was organized at Srikakulam, Andhra Pradesh in November 2016 where Andhra Pradesh ministers Sri Ravela Kishore Babu and Sri Kinjarapu Achemnaidu distributed the tractors to the selected farmers.



DEALERS' MEET - ANDHRA PRADESH

V.S.T. Tillers Tractors Ltd. organized a dealers' meet at Vijayawada, Andhra Pradesh in October 2016. VST Shakti MT 270 - VIRAAT Tractor was launched at the event that was well covered by the print and electronic media.



MECHANICS' MEET - ODISHA

All Odisha Mechanics' Meet was organized at Bhubaneswar, Odisha in October 2016. The meet was attended by all dealer mechanics and freelance mechanics. The senior management team of V.S.T. Tillers Tractors Ltd. had one-on-one interaction and feedback session with the mechanics and appreciated their efficiency and dedication in their work. The VST Shakti Coolant was launched and mechanic Mr. P. Barala of M/s. Sahoo Agrochemicals was awarded at the event.



DEALERS' MEET - KARNATAKA

Karnataka state dealers meet was conducted at Bangalore plant, Karnataka in December 2016 where the new scheme and credit policy proposed by State Bank of India were discussed and explained to the dealers.



VST – RETROSPECTIVE

CUSTOMER MEETS - MAHARASHTRA

VST dealers organized the following customer meets at various parts of Maharashtra in October 2016. The CEO Mr. Subbaiah K. U, Vice President – Tractors Mr. Jujhar Singh Virk and Maharashtra State Head Mr. Shaikh Noor Mohammad attended all the customer meets. VST Shakti MT 270 – VIRAAT 4W tractor was launched at the event.

By M/s. AUTADE TRACTORS at Baramati, Pune



By M/s. DANDWATE TRACTORS at Rahata



By M/s. BHUMARE PATIL TRACTORS at Aurangabad



By M/s. KUNAL TRACTORS at Georai



By M/s. ADITYA TRACTORS at Jalna



NEW DEALERS MEET - KARNATAKA

A successful and insightful two day program was organized for new dealers in Hosur and Bangalore plants. We conducted an interactive session with the new dealers in Bangalore and then displayed the products and attachments in Hosur. Then, the R&D team interacted with the dealers and shared their feedback. This program ended with the distribution of prizes.



CUSTOMERS & MECHANICS MEET - TAMIL NADU

M/s. Susil Traders, Tamil Nadu organized a customers and mechanics meet in October 2016. Loyal customers and mechanics with more than 20 years of association with VST were felicitated in the meet.



VST - RETROSPECTIVE

AGRI TECH EXHIBITION - KERALA

Kerala state Agricultural Department organized the AGRI TECH exhibition at Idukki in November 2016. V.S.T. Tillers Tractors Ltd. participated and displayed VST Shakti tractors at the stall.



THE GLOBAL RAJASTHAN AGRI TECH MEET - RAJASTHAN

An exhibition called 'The Global Rajasthan Agri Tech Meet' was held at Jaipur, Rajasthan in November 2016. V.S.T. Tillers Tractors Ltd. participated in the event and displayed tractors, tillers and the newly introduced 5HP rotary tiller.



KISAN UTSAV EXHIBITION - CHHATTISGARH

V.S.T. Tillers Tractors Ltd. participated in the Kisan Utsav, an agriculture exhibition organized at Korea district, Chhattisgarh in November 2016.



VST – RETROSPECTIVE

AGROVISION EXHIBITION - MAHARASHTRA

V.S.T. Tillers Tractors Ltd. participated in Agrovision Exhibition held at Nagpur, Maharashtra in November 2016. VST Shakti tillers and tractors along with different attachments were displayed at the exhibition.



INTERNATIONAL CONFERENCE AND EXHIBITION ON SUGARCANE VALUE CHAIN - MAHARASHTRA

International Conference and Exhibition on Sugarcane Value Chain – Vision 2025 was held at Pune, Maharashtra in November 2016. It was inaugurated by Prime Minister Sri Narendra Modi. In his speech, the PM stressed on the importance of inter cultivation in Sugarcane cultivation. V.S.T. Tillers Tractors Ltd. participated in the exhibition displaying tillers, tractors with various attachments and also the newly introduced 5HP rotary tiller.



VST - RETROSPECTIVE

TRIBAL WELFARE PROGRAM & EXHIBITION - TAMIL NADU

A Tribal welfare program and exhibition was conducted at Nambiyampattu, Tiruvannamalai district of Tamil Nadu in December 2016. V.S.T. Tillers Tractors Ltd. participated in the event and displayed VST Shakti tractors. District collector, agricultural official and horticultural officials visited our stall at the event.



AGRI FEST- KARNATAKA

Agri fest exhibition was held at GKVK grounds, Bangalore, Karnataka in December 2016. VST Shakti tractors with different attachments, tillers, reaper and the newly launched rotary tiller was displayed at the event.



AP - TECH - ANDHRA PRADESH

AP - TECH 2016 Exhibition was held at Lam farm, Guntur, Andhra Pradesh in December 2016. The Agricultural Minister Shri. Prathipati Pulla Rao visited our stall at the exhibition. The exhibition program was covered by the ETV news channel.



THE AGRO HORTICULTURAL TECHNO EXPO - MADHYA PRADESH

The Agro Horticultural Techno Expo was held at Bhopal, Madhya Pradesh in December 2016. V.S.T. Tillers Tractors Ltd. had participated at the expo and displayed VST Shakti tillers and tractors at the event.



VST - RETROSPECTIVE

KRUSHI MELA - KARNATAKA

The Krushi Mela was held at Gulbarga, Karnataka in December 2016. M/s. Sangameshwara Traders had participated at the exhibition representing V.S.T. Tillers Tractors Ltd. The VST Shakti tractors with few attachments were displayed at the event.



KRISHI MELA - GUJARAT

The Krishi Mela was organized at Amreli, Gujarat in December 2016. M/s. Haresh Agro Traders has participated at the exhibition and displayed VST Shakti tractors.



MAHA-AGRO EXHIBITION - MAHARASHTRA

Maha-Agro Exhibition was held at Akola and Aurangabad in Maharashtra in December 2016. The VST dealers had participated at the exhibitions representing V.S.T. Tillers Tractors Ltd. and had displayed VST Shakti tillers and tractors with different attachments.

AT AKOLA



AT AURANGABAD



VST - MILESTONES

MOU WITH SBI

A MoU was signed between State Bank of India and V.S.T. Tillers Tractors Limited (VTTL), Bangalore, Karnataka in October 2016 for financing of farm mechanization products of VST by SBI branches. The MoU was signed by Shri Ashwin K. Mehta, Chief General Manager (Rural Business) SBI and Shri. R. Thiagarajan, Chief Financial Officer, V.S.T. Tillers Tractors Limited, in the presence of Shri K. Lakshmana Rao General Manager (Agri.), Shri S. K. Relan DGM (C&IR) and Shri. M. K. Rao DGM (PDM) of SBI. SBI has a long standing relationship with VTTL and with this new tie up, farmers associated with VTTL can avail agricultural Term Loans from SBI on priority for purchase of Power Tillers & Tractors.



NEW DEALER SHOWROOM - UTTARAKHAND

M/s. Singh Agrotech, a new dealer showroom was inaugurated at Roorkee, Haridwar, Uttarakhand in October 2016.



NEW DEALER BRANCH OFFICE - GUJARAT

M/s. Haresh Agro Traders inaugurated a branch office at Dhari, Amreli district of Gujarat in October 2016.



NEW DEALER SHOWROOM - UTTAR PRADESH

U.P Agriculture Minister Shri Vinod Kumar Singh inaugurated a new dealer showroom at Bahraich, Uttar Pradesh in October 2016.



NEW DEALER SHOWROOM - TAMIL NADU

M/s. Kannan Agencies has opened a new showroom at Kullithalai, Karur, Tamil Nadu in December 2016. The show room was inaugurated by V.S.T. Tillers Tractors Ltd. CEO Mr. Subbaiah K. U. Senior Vice President - Tillers, Mr. Chandramouli Sharma and Vice President - Tractors, Mr. Jujhar Singh Virk were also present at the inauguration.



